

# Extra Reading

## Reading about Advertising Techniques

**A** Read the text and answer the questions below.

### Scents That Sell

Marketing experts use a variety of techniques that attract our different senses and desires. TV adverts take advantage of our sight and hearing, whereas undercover marketing targets our need to be like others. Now, the experts are using our sense of smell as a way to make a profit.

Researchers who study the effects of scents on the brain say that pleasant smells make you feel good. A good feeling in a shop encourages shoppers to stay there longer. Furthermore, shoppers are likely to associate that pleasant feeling with the shop's products.

In an experiment, scientists put similar pairs of sports shoes into two rooms. They sprayed one of the rooms with a pleasant scent. A group of adults was asked to go into the rooms, and choose which pair of shoes they liked best. Eighty-four percent of them chose the shoes in the scented room.

Choosing the proper scent is important. The owner of DVK, a German company that produces scents for companies, claims that a natural scent made from flowers or fruit is the most effective for making sales. Some companies, though, opt for scents that are related to their specific product. For instance, a famous shirt company in London is using the fresh smell of newly washed clothes, and car dealers are trying out the fragrance of leather in their showrooms. British Airways at Heathrow Airport attracts customers by spraying the lounge with the smell of freshly cut grass and the salty smell of the sea.

Some people say that using scents to draw consumers is a form of deception, but others claim the same is true of any form of advertising. At least scent marketing is generally pleasant and it is less aggressive than many other forms of advertising.



- According to the text, which three senses do marketing techniques appeal to? sight, hearing, smell
- What does the experiment in the shoe shop prove? A pleasant smell has got an effect on consumers' purchases.
- Why do car dealers use the scent of fresh leather in their showrooms? The scent is related to their specific product.

**B** Choose the correct answers.

- |  |   |
|--|---|
| 1. Advertisers advise shop owners .....            | 2. In the writer's opinion, using scents in shops ..... |
| a. to sell sweet-smelling products                 | a. is unpleasant  |
| <b>b. to try and make consumers feel good</b>      | <b>b. is a more gentle form of advertising</b>          |
| c. to experiment with different kinds of marketing | c. is not a form of advertising                         |

**C** Look at the underlined words in the text and guess their meanings from the context. Write the meanings in your own language.

- |                             |                               |
|-----------------------------|-------------------------------|
| 1. encourages <u>anima</u>  | 3. trying out <u>probando</u> |
| 2. opt for <u>optan por</u> | 4. draw <u>atraer</u>         |

# Extra Listening

## Mystery Shoppers

You are going to hear an interview with a mystery shopper. Listen and answer the questions.

- |  |   |
|--|---|
| 1. Mystery shoppers .....  | 8. Katie got her job through .....                                      |
| <input type="checkbox"/> a. evaluate how the customers treat the staff             | <input type="checkbox"/> a. the university placement office             |
| <input checked="" type="checkbox"/> b. pose as customers                           | <input type="checkbox"/> b. friends                                     |
| <input type="checkbox"/> c. give reports to customers                              | <input checked="" type="checkbox"/> c. an advert in the newspaper       |
| 2. When Katie visits a shop, she .....   | 9. Katie likes her job because .....                                    |
| <input checked="" type="checkbox"/> a. wants the salesperson to make eye contact   | <input checked="" type="checkbox"/> a. she gets free meals and products |
| <input type="checkbox"/> b. wears a name badge                                     | <input type="checkbox"/> b. she likes her co-workers                    |
| <input type="checkbox"/> c. asks for a special deal                                | <input type="checkbox"/> c. it's full-time                              |
| 3. Katie is .....  | 10. To be a mystery shopper, you need to be .....                       |
| <input type="checkbox"/> a. 16 years old   | <input type="checkbox"/> a. a lot of fun                                |
| <input type="checkbox"/> b. 17 years old   | <input checked="" type="checkbox"/> b. observant                        |
| <input checked="" type="checkbox"/> c. 21 years old                                | <input type="checkbox"/> c. young                                       |
| 4. Some salespeople don't talk to teenagers because they think the teenagers ..... |   |
| <input type="checkbox"/> a. probably won't come back to the shop                   |   |
| <input type="checkbox"/> b. don't spend any money                                  |   |
| <input checked="" type="checkbox"/> c. don't have a lot of money                   |   |
| 5. Because of her job, Katie .....   |   |
| <input type="checkbox"/> a. has changed her appearance as a consumer               |   |
| <input checked="" type="checkbox"/> b. has changed her expectations as a consumer  |   |
| <input type="checkbox"/> c. no longer enjoys going to shops                        |   |
| 6. Katie thinks that her job is .....  |   |
| <input type="checkbox"/> a. unfair   |   |
| <input type="checkbox"/> b. important  |   |
| <input checked="" type="checkbox"/> c. both a and b                                |   |
| 7. If Katie gives a good report about workers, they might get .....                |   |
| <input checked="" type="checkbox"/> a. a bonus                                     |   |
| <input type="checkbox"/> b. some time off  |   |
| <input type="checkbox"/> c. other workers into trouble                             |   |

